

Pickup Truck



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The Volkswagen innovators:
Designers, engineers,
and craftsmen
producing unique
vehicles
for the '80s.



Space Efficiency.

Volkswagen Pickup Truck's cargo bed can handle bulky loads with ease.

How does Volkswagen do it? Your answer is under the hood. The engine is mounted transversely. Together with space-saving front wheel drive, this means more room for driver and passenger in the cab of the Pickup Truck. And a longer bed in back.

VW engineers and designers scored a breakthrough with our Pickup Truck. Comfortable, even luxurious. Plus just the right size for the loads you carry.

**Built like a truck....
but drives like something else!**



Fuel Efficiency.

Volkswagen engineers have innovated time and again with lightweight, highly reliable powerplants.

The optional high-speed 1.6 liter Diesel engine combines snappy performance with surprisingly low maintenance requirements. And for those who prefer it, there is our powerful, time-tested 1.7 liter fuel-injected gasoline engine. Ask your VW salesperson to show you a copy of the 1981 EPA Mileage Guide.

Computer-assisted design adds strength without adding weight. Result: VW Pickup Truck reflects an outstanding combination of performance and strength.

**Built like a truck....
but drives like something else!**



Passive Safety.

Volkswagen has long been a leader in developing passive safety technology to protect both driver and passenger. From occupant restraints to impact-dissipating structures and interiors that help reduce injuries.

Unique among pickups in its class, the VW Pickup Truck provides a unitized cab-and-cargo-bed structure. This VW innovation enhances the vehicle's good looks, and adds strength without adding unwanted weight. It is strong, light, and tough.

As a knowledgeable trucker, you will perceive VW Pickup Truck's many passive safety features. Slip behind the wheel and test-drive our pickup. You'll sense that it is built to do the job and give you peace-of-mind features best appreciated on the road.

**Built like a truck....
but drives like something else!**



Active Safety.

VW Pickup Truck's active safety features help make you a better, more "in control" driver. Like visibility all around. Comfortable, anatomically designed bucket seats. And front wheel drive to give you the handling and directional control to help you be a more responsive driver.

Test-drive VW Pickup Truck and see for yourself. You'll experience the pleasant feeling of being more confident and "in control" than you ever thought you could be behind the wheel of a pickup.

With so many advanced engineering features, is it any wonder that a growing number of knowledgeable truck enthusiasts are opting for VW Pickup Truck?

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but drives like something else!**



Human Engineering.

Many car makers talk about human engineering. Few pursue it with the resources and dedication of Volkswagen.

Ergonomics—the design practice of making a vehicle fit you better—has been refined by VW to make it possible for people of different heights to drive the same VW Pickup Truck in comfort.

Human engineering in the VW Pickup Truck has been refined down to the smallest detail: The smooth movement of switches; the logical placement of instruments and warning lights; and the ease of clutch, brake, and gearshift operation.

All this makes VW Pickup Truck an outstanding choice.

**Built like a truck....
but drives like something else!**



Total Performance.

In your new Pickup Truck, total performance means many things. From exhilarating handling, delivered by the four-wheel independent suspension, to Rabbit's proven front wheel drive.

Total performance also means high standards of product quality. Quality you can see and feel in its luxurious finish and materials.

In the final analysis, quality cannot be improved. It must be designed in from the beginning. When you seek a pickup with crisp handling and outstanding styling, capable of total performance, test drive the VW Pickup. You'll experience total satisfaction.

**Built like a truck....
but drives like something else!**





1981 VW Pickup Truck in Cashmere White, with Midnight Blue leatherette interior

VW Pickup Truck Built like a truck, it handles like a sports car.

If you think a truck has to handle like a truck, think again. Our pickup handles more like a front wheel drive sports car. Slip behind the wheel and see for yourself.

The powerful 1.7 liter fuel injected gasoline engine with standard four speed transmission moves from 0 to 50 mph in just 9.7 seconds. And the optional 1.6 liter Diesel engine is close behind.

As you take curves, you can feel the traction enhanced by the weight of the engine mounted transversely between the front wheels. In front, the independent suspension smoothly absorbs the unevenness in the road. And the heavy-duty rear suspension takes the tension out of hauling over 1100 pounds of just about anything. Steer-

Full 72" long bed
51.7" max. width.
More than 1100 lbs. of payload.



1.7L fuel-injected engine, std.
1.6L Diesel engine, optional

15-gallon fuel tank.

Choice of 4-speed or 5-speed
manual transmission.

Front wheel drive,
power assisted front disc brakes,
independent front suspension, std.



It carries just about everything you need to carry—whenever you need to carry it. Sliding rear window, optional.



No tools needed to remove the tailgate.



ing is precise and quick because it's Volkswagen's tried and true rack and pinion system.

And when it comes to carrying, this is your kind of vehicle. The bed is a full six feet long, over 51 inches wide inside (maximum) and has durable double-wall construction. So if something you're carrying makes a dent inside, it will not show on the outside. And throughout, the body is fully utilized for strength and quiet ride.

For easy loading and unloading, the tailgate opens and closes with only one hand. And when you need to, you can remove the tailgate without using tools. And put it back on just as easily.

The standard powerplant for our pickup is a rugged 1.7 liter OHV engine with CIS fuel injection for easy all-weather starting. Four on the floor is standard, and a 5-speed transmission is also available. As an option, you can choose reliable VW Diesel power. Whichever combination you choose, you can be sure your VW Pickup Truck will be highly fuel efficient (Gasoline—23 estimated mpg, 32 estimated highway mpg; Diesel—28 estimated mpg, 48 estimated highway mpg).*

Built like a truck...but drives like something else!

*1980 EPA estimates. Use these figures for comparison with "estimated mpg" of other cars. Your actual mileage will vary with speed, trip length, and weather conditions. Highway mpg will probably be less. 1981 estimates not available at time of printing.

Specifications, standard equipment and options subject to change without notice.



1981 VW Pickup Truck "LX", Lago Blue. Midnight Blue leatherette interior.

**VW Pickup Truck.
Built tough for
heavy hauling.
But it drives like
something else.**

One look at our pickup's unitized body and double-wall construction tells you this is one vehicle that can carry the load.

Under the hood, you'll find a standard 1.7L fuel injected gasoline engine that cranks out 78 hp at 5500 rpm.* Or you can opt for even more efficient operation and choose the optional 1.6L Diesel. In either case, the engine is mounted sideways (transversely) to give you more unobstructed room in the cab and improved visibility down front.

*Calif. 74/5000

Removable tailgate, standard.

Two-way adjustable bucket seats, standard.

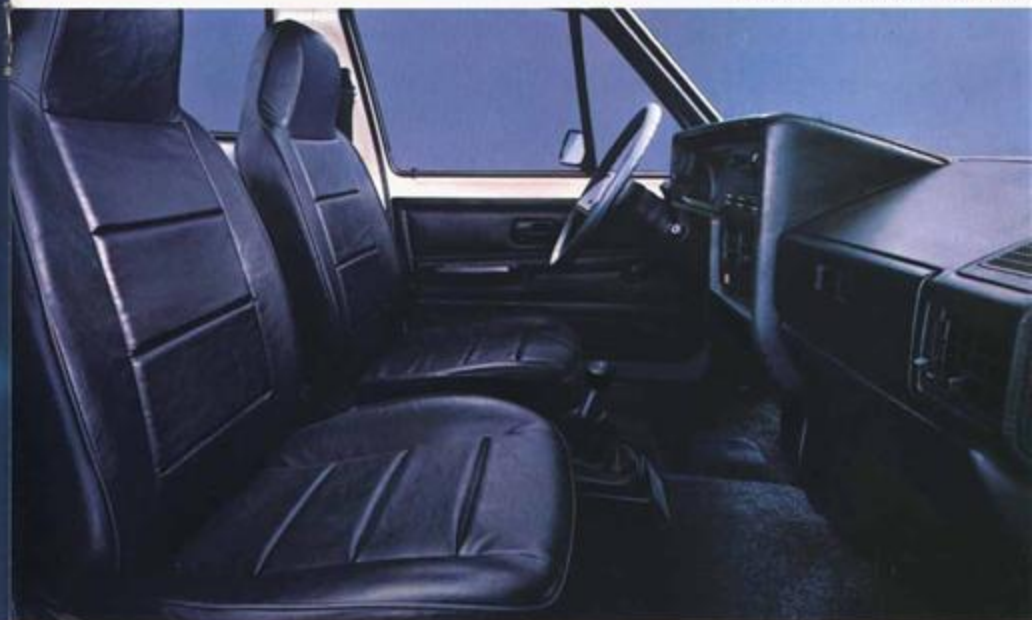


Tubular rear axle with leaf springs.

Negative steering roll radius.



The fully instrumented dash of the VW Pickup.



Handsome new VW Pickup Truck interior, Midnight Blue leatherette.

Drive them both and see for yourself whether the gasoline or the Diesel engine suits you best. And while you're taking that test drive, get a load of the interior. Newly designed speedometer, fuel gauge and odometer (seven digit), and glove compartment light.

The "LX" also offers you such added luxuries as chrome-plated rear bumperettes.

Either way — with the standard interior or the luxurious "LX", you'll do your hauling in style. And arrive relaxed and ready for work or play.

Specifications, standard equipment and options subject to change without notice.



VW Sportruck in Black with Autumn Tan interior and white name stripe.

VW Sportruck. Another VW Original.

You'll mix business with lots of pleasure behind the wheel of the Sportruck, loaded with a collection of unusual standard features unavailable on other pickups or offered only as costly options.

Outside you'll find handsome protective body side moldings, a set of special name stripes, and a sporty front spoiler. And there are raised letters, extra wide steel belted radials mounted on special wheel rims with bright

hub and bolt covers, and set off with rallye trim rings.

Inside the cab, you'll find instrumentation unmatched in most other pickups. The cluster panel, with its black, brushed-aluminum look, houses a tachometer and a speedometer/odometer with resettable trip odometer. On the center console, there's a voltmeter, oil-temperature gauge, and a precision quartz crystal chronometer.

The bucket seats, with adjustable backs and integrated headrests, feature a special rallye trim. And all around you, the entire interior is color coordinated.

Before you pick out your pickup, slip behind the wheel of VW Sportruck. With standard 5-speed transmission it moves out from 0-50 mph in just 9.7 seconds. We think you'll agree. It hauls as good as it looks.

Specifications, standard equipment and options subject to change without notice.



Optional 1.6L Diesel engine for frugal hauling.



Sporty light alloy wheels.



Let in a breeze with optional sliding rear window.

VW Pickup Truck. Options and Option Packages.

Sportruck Model

- Protective body side molding
- 5-speed transmission
- Vent windows
- Map pockets
- Center console
- Special instrumentation: Voltmeter, oil-temp gauge, quartz-chronometer
- Tachometer in instrument panel
- Resettable trip odometer
- Bucket seats with integrated headrests
- Sports steering wheel
- 5J x 13 wheel rims and P175/70 R13 radial steel-belted BSW tires
- Bright hub and bolt covers
- Rallye trim rings
- Body side stripes with identification
- Instrument cluster panel, dual-pod
- Front spoiler
- Window sill trim
- "B" pillar trim, color-coordinated
- Sportruck stripe
- Seat hinge cover
- Glove compartment light
- Windshield wiper with intermittent cycle

Bumper Group (standard, LX)

- Step chrome bumper, rear
- Impact strips, front and rear
- Bumper guards, front

Heavy-Duty Electrical Package (only with gasoline engine)

- Heavy-duty radiator fan, 250 W
- Alternator, 65-Amp

Special Instrumentation Package

- Center console
- Oil temperature gauge, voltmeter, quartz chronometer in console
- Tachometer in instrument panel
- Instrument cluster panel, woodgrain surface with bright edge, dual pod (std. LX)

VW Pickup options are offered individually as well as in "packages."

- Radio AM/FM
- P175/70SR 13, steel-belted, black sidewall tires
- 1.6L Diesel engine
- 5-speed transmission
- Radio AM/FM stereo
- Alloy wheels
- Radio AM/FM stereo cassette
- Tinted glass, all around (Standard on "LX")
- Air conditioning
- Heavy-duty heat exchanger
- Floor mats
- Cargo-bed tie-down rails
- Sliding rear window (with tinted glass only)

VW Pickup Truck Colors & Trim

Exterior



Lago Blue



Sunbrite Yellow



Mojave Beige



Black*



Royal Red*



Cashmere White



Forest Green Met.



Diamond Silver Met.



Sandstone Met.



Slate Gray Met.*

Sportruck to be offered in these exterior colors only and interiors as noted w/ asterisk ()

VW Pickup Truck Specifications

ENGINE	
Number of cylinders	4 in-line
Bore x stroke (gasoline)	inches—3.17" x 3.40" Metric—79.5mm x 86.4mm
Bore x stroke (Diesel)	inches—3.01" x 3.40" Metric—76.5mm x 86.4mm
Displacement, gasoline (inches/metric)	105.0 cu. in./1715cc
Displacement, Diesel (inches/metric)	97 cu. in./1588cc
Compression ratio	Gasoline—8.2:1 Diesel—23.0:1
Horsepower, SAE net	Gasoline—78 @ 5500 rpm*
Maximum torque, SAE net	Diesel—52 @ 4800 rpm Gasoline—86.2 ft. lbs. @ 3200 rpm Diesel—71.0 ft. lbs. @ 3000 rpm
Fuel requirements	Gasoline—Unleaded only Diesel—No. 2 Diesel fuel
ENGINE DESIGN	
Engine block	Cast iron
Cylinder head	Aluminum alloy
Valve train	Overhead cam, spur-belt driven
Cooling system	Water-cooled, thermostatically-controlled electric radiator fan, cross-flow radiator cooled and pressurized
	*Calif. 74 @ 5000 rpm

ENGINE DESIGN	
Fuel/Air supply	Gasoline—Continuous Injection System (CIS) Diesel—Spur-belt driven distributor-injection pump; Diesel injectors, "swirl" chambers and glow plugs
ELECTRICAL SYSTEM	
Rated voltage	12V
Alternator output	95 Amp
Battery capacity	12V/54 Amp/hr (12V/63 Amp/hr with Diesel)
Ignition	Electronic, breakerless with digital idle stabilizer Diesel compression ignition
Cylinder firing order	1-3-4-2
DRIVE TRAIN	
Clutch	Single disc, dry
Transmission, manual	4-speed, fully-synchronized transaxle, 1st gear: 3.45:1, 2nd gear: 1.94:1, 3rd gear: 1.29:1, 4th gear: 0.91:1, Reverse gear: 3.17:1 5-speed, fully-synchronized transaxle, 1st gear: 3.45:1, 2nd gear: 1.94:1, 3rd gear: 1.29:1, 4th gear: 0.91:1, 5th gear: 0.71:1, Reverse gear: 3.17:1

Interior

Cloth



Midnight Blue

Midnight Blue interiors with Lago Blue, Sunbrite Yellow, Mojave Beige, Royal Red, Cashmere White, Diamond Silver Met., Sandstone Met.



Silver Gray

Silver Gray interiors available with Lago Blue, Black, Forest Green Met., Diamond Silver Met., Slate Gray Met.



Autumn Tan

Autumn Tan interiors available with Lago Blue, Sunbrite Yellow, Mojave Beige, Black, Royal Red, Cashmere White, Forest Green Met., Sandstone Met., Slate Gray Met.



Russet

Russet interiors available with Sunbrite Yellow, Mojave Beige, Black, Royal Red, Cashmere White, Diamond Silver Met., Sandstone Met., Slate Gray

Leatherette



Midnight Blue*



Silver Gray



Autumn Tan*



Russet

DRIVE TRAIN	
Final drive	Front wheel drive, double-pinted drive axles with constant-velocity (CV) joints
CHASSIS AND SUSPENSION	
Chassis	Unilized body/chassis, bolt-on front fenders, two-door Pickup with double-wall 6-ft. bed
Front suspension	Independent, MacPherson struts, coil springs, telescopic shock absorbers
Rear suspension	Tubular axle with leaf springs, telescopic shock absorbers
BRAKES AND WHEELS	
Service brake	Diagonal dual circuits with power assist, disc front, drums rear (self-adjusting)
Emergency brake	Mechanical, acting on rear drums
Rims	4 1/2 x 13 steel rim
Tire size	165/75R13 steel belted radial
Steering	Rack and pinion
DIMENSIONS	
Length/Width/Height (unloaded)	inches—174.6" L x 64.4" W x 56.3" H Metric—4436mm L x 1637mm W x 1430mm H
Wheelbase (inches/metric)	103.57/2624mm

DIMENSIONS	
Track front/rear	inches—54.7"/54.1" Metric—1390mm/1374mm
Turning circle (curb to curb)	Approximately 35.1 ft.
Ground clearance (loaded)	4.6"/117mm
Box width	51.7"/1313mm
Box width at wheelhouse	41.3"/1049mm
Box inside height	15.7"/399mm
CAPACITIES	
Fuel tank	15.0 gallons (60 liter)
Engine oil	4.7 qts. (4.44 liter)
PERFORMANCE	
Fuel consumption†	Gasoline—23 estimated mpg 32 estimated highway mpg Diesel—39 estimated mpg 48 estimated highway mpg

†1990 EPA estimates. Use these figures for comparison with "estimated mpg" of other cars. Your actual mileage will vary with speed, weather, and trip length. Highway mpg will probably be less. 1981 estimates not available at time of printing.

Specifications, standard equipment and options subject to change without notice.

The Volkswagen family of Originals.



Rabbit.

In an era when most manufacturers are cutting performance, it's refreshing to find an extra measure of performance in the Rabbit. Plus room, comfort, handling and quality that's every inch VW. And there's even a convertible! All with Volkswagen's advanced engineering.



Scirocco.

An unbeatable combination: Aerodynamic styling by Giugiaro; fuel-injected, overhead-cam performance; and front wheel drive handling. Scirocco gives you real 2+2 seating comfort, and luggage space to match your lifestyle. You'll like the exclusive look and the superb fit and finish of coachwork by Karmann.



Dasher.

The luxury car from Volkswagen. Front wheel drive plus your choice of fuel-injected gasoline or Diesel powerplants. And, of course, all the amenities you expect from a luxury car. Enjoy the benefits of advanced engineering in a roomy Dasher sedan or station wagon.



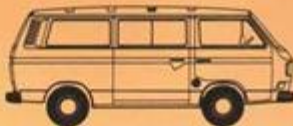
Jetta.

The exciting luxury sport sedan with a trunk that is large enough for six good size suitcases. Fit and finish in the tradition of fine European sedans, plus the advanced engineering that has become a VW trademark.



VW Pickup Truck.

An exciting sports pickup truck. Front wheel drive for easier handling, and a fuel-injected gasoline or Diesel power plant for great performance. Practical and fun to drive. It's built like a truck—but it drives like something else!



Vanagon/Vanagon® Camper.

Another exciting Volkswagen original. With great looks and advanced engineering from the ground up. It combines the best of a van with the best of a wagon. The Vanagon Camper carries on a long tradition of careful craftsmanship and flawless design.

VOLKSWAGEN DOES IT AGAIN



Volkswagen of America, Inc. believed the specifications in this brochure to be true at time of printing. However, specifications, standard equipment, and options are subject to change without notice.

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